GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3217
ANSWERED ON:29.08.2013
REVENUE FROM RADIO INDUSTRY
Sugavanam Shri E.G.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the annual revenue to the Government from radio industry is very less in comparison with TV channels;

(b) if so, the details thereof along with the reasons therefor; (

(c) the steps taken by the Government to augment the revenue from radio channels particularly FM channels and also to increase its numbers in the coming years;

(d) whether the Government is also aware of the increasing complaints against the FM channels that their programme contents at times violated grant of permission agreement;

(e) if so, whether the Government has any proposal to set up a regulatory body for FM channels on the lines of TV channels; and

(f) if so, the details thereof and the time by which the said Body is likely to be set up?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a): Yes, Sir.

(b): Details of revenue earned by the Government from the TV channels and radio channels during the last three years are as under:

Financial year Revenue received from TV channels (by Doordarshan and as fees from private TV channels)
(Rs. in crore) Revenue received from radio channels (by All India Radio and as fees from private FM channels)

		(Rs. in crore)
2010-11	1112.00	348.49
2011-12	1127.09	356.95
2012-13	1328.02	352.10
Total	3567.11	1057.54

Since no comparative study has been undertaken to analyze the revenue earned from radio industry being very less in comparison to TV channels; no specific reasons could be provided for the same.

(c): While fulfilling its mandate as a Public Service Broadcaster and at the same time to compete with other electronic media, All India Radio(AIR) has been making sustained efforts to augment its revenue, as detailed below:-
Changing the Fixed Point Chart at regular intervals to include popular programmes so as to attract more advertisements/ commercials;
Broadcasting more interactive, customized and channel driving programmes;
Dedicated time slots for specific target audiences viz Women & Children, Youth, Rural Community, Music Lovers, Industrial workers and the Farmers;
Extending its transmission hours to accommodate commercials;
Entering into more Media Partnership by branding AIR.
AIR is in the process of revising/rationalizing its Rate Card and to make it more market friendly and revenue oriented;
The Programme Pattern of AIR Staions particulary of FM Channels has been changed and made more listener's interest oriented so as to attract more buyers from the corporate sectors.
Frequent audience research surveys are being carried out so that programmes can be planned according to the desires of the public.
As far as number of AIR FM channels is concerned, at present 383 FM channels are functioning and 130 additional FM channels are

being set up in the country. Augmentation of new channels is a continuous and dynamic process keeping in view the growing requirements of the public.
As per approved policy guidelines on expansion of FM radio broadcasting services through private agencies in Phase-III, Government proposes a total of 839 new private FM radio channels in 294 cities.

(d): Number of complaints received against content of FM channels during the last three years and current year are as under:-

Sl.No.	Years	Number of complaints
1.	2010	01
2.	2011	02
3.	2012	04
4.	2013	05

(e) & (f): There is no proposal to set up a regulatory body for FM channels.